

FPT INDUSTRIAL IS THE OFFICIAL TECHNICAL PARTNER FOR “RED BULL WAKE THE CITY”

Turin, September 2, 2021

Devilish ramps, breathtaking stunts, the most daring champions – and, above all, energy levels off the dial!

But rather than some sun-drenched beach in Australia or California, we’re talking about the **center of Milan, at the Darsena** waterway. **On 4 September**, it will play host to **Red Bull Wake The City**, Milan’s most spectacular summer event featuring world-class wakeboarders and **FPT Industrial as the Official Technical Partner**.



PRESS RELEASE



For its first **collaboration with Red Bull**, the leading energy drink, FPT Industrial chose **wakeboarding**, the spectacular water sport that grew out of a blend of water-skiing and snowboarding. Wakeboarding features athletes pulling off spectacular jumps and near-impossible tricks on boards towed by a boat.

The competition in Milan will be held in the **Cable Wakeboarding** format: instead of a motorboat, the athletes will be pulled by equipment that closely resembles a ski lift and will challenge each other in pairs in a **special arena powered by FPT Industrial**. The brand will supply **power generation range engines** in a special livery created for the occasion that represents the Darsena and the race course in a “street art” style. Generators with FPT Industrial engines **will provide, with their sustainable, reliable and silent energy**, all the power needed for the smooth running and success of this high-adrenaline event: the obstacles, lights, music and stage through to the jury, stage direction and speakers and, most importantly of all, the cables that allow the athletes to perform their incredible stunts.

Even a **floating obstacle**, where athletes will put on their “wings” to carry out their aerial stunts, will be **FPT Industrial** branded. **FPT Industrial** will also have its own stand within the **Darsena** area dedicated to its **Power Generation** systems.



The undisputed star of the competition in Milan, and an **FPT Industrial** ambassador for the event, will be **Massimiliano Piffaretti**, a highly acclaimed global wakeboard superstar. Born in Como in 1995, Massimiliano Piffaretti was world wakeboard champion in 2015 in Cancún and named Rider of the Year in 2019 by Alliance Wake. In 2019 he also secured the World Beach Game Champion title and became European Champion.

In addition to competing in the event, “Piffa”, as he is known to his friends and fans, will meet journalists and provide live commentary on his rivals’ performances.

*“I’m really grateful to have been chosen as an ambassador by **FPT Industrial**, a brand with lots of power and energy that cares about the sustainability of our water,” remarks **Massimiliano Piffaretti**. “I get such an adrenaline rush from competing in the big Red Bull Wake The City event powered by **FPT Industrial** generators. I can’t wait to take on the challenge alongside all the strong athletes who will be competing.”*

*“For two brands that are built around energy, like Red Bull and **FPT Industrial**, I’d say that collaborating is almost natural,” comments **Carlo Moroni, Head of Communication at FPT Industrial**. “It’s a pleasure for us to contribute to the event by bringing our power generation engines, which, with their sustainable, reliable and silent energy, will contribute to the smooth*

running and success of this event: above all the cables that will facilitate incredible stunts, but also lighting, music and stage direction.”

***FPT Industrial** is a brand of CNH Industrial, dedicated to the design, production and sale of powertrains for on-road and off-road vehicles, as well as marine and power generation applications. The company employs more than 8,000 people worldwide, in ten manufacturing plants and seven R&D Centers. The FPT Industrial sales network consists of 73 dealerships and about 800 service centers in almost 100 countries. A wide product offering, including six engine ranges from 42 hp up to 1,006 hp, transmissions with maximum torque of 200 Nm up to 500 Nm, front and rear axles from 2 to 32 ton GAW (Gross Axle Weight). FPT Industrial offers the most complete line-up of natural gas engines on the market for industrial applications, with power that goes from 136 to 460 HP. This extensive offering and a strong focus on R&D activities make FPT Industrial a world leader in industrial powertrains. For more information, go to www.fptindustrial.com.*

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